

For "Boys" of All Ages

(but you can't stop the women admiring!)



Jumbo Stripe Sport-Knits

Men needn't fish for compliments when they're sporting Alpha's bold bright Jumbo-Stripes. This cheery new American resort fashion meets with everyone's approval. Good to look at. Wonderful to wear. The cool, smooth, fadeless knitted fabric washes like new. The neckbands are elasticised, to stay snug for keeps. See them to-day at good stores everywhere. They're in a score of sparkling stripe-and-colour combinations.

Jumbo-Stripes are for men and boys only, but Alpha makes Air-Cooled Sport-Knits for the whole family, in colours, styles and prices to please everyone!

ASK FOR ALPHA AIR-COOLED SPORT-KNITS IN THE NEW **Jumbo STRIPES!**